

This listing of claims will replace all prior versions, and listings, of claims in the application:

The Status of the Claims

1-4. (Cancelled)

5. (Currently Amended) A detection apparatus to identify a program comprising:

a tuner to tune to the program;

a meter coupled to the tuner to record a media link embedded in the program tuned by the tuner, the media link being activatable to retrieve content different from the tuned program from a content provider; and

a program identifier to identify the program tuned by the tuner based on the media link recorded by the meter, wherein the program identifier is arranged to identify the program by ~~accessing a~~ activating the media link to retrieve the content from the content provider.

6-23. (Cancelled)

24. (Previously Presented) A program identification system comprising:

a tuner tunable to at least one of a plurality of channels;

a meter coupled to the tuner, wherein the meter is arranged to detect a media link embedded in a program carried in a channel tuned by the tuner and to extract a broadcast signature from the program; and

a comparator arranged to generate a subset of reference signatures from a library of reference signatures based upon the media link, and to compare the broadcast signature extracted by the meter to the subset of reference signatures.

25. (Cancelled)

26. (Previously Presented) The program identification system of claim 24 wherein the media link is a URL.

27. (Previously Presented) The program identification system of claim 24 wherein the media link is a code referenced to a URL.

28. (Previously Presented) The program identification system of claim 24 wherein the media link is a trigger.

29. (Cancelled)

30. (Previously Presented) The program identification system of claim 24 wherein, if the broadcast signature does not have an embedded media link, the comparator is arranged to generate a second subset of reference signatures from the library of reference signatures based upon a

hash code, and to compare the broadcast signature extracted by the meter to the second subset of reference signatures.

31. (Previously Presented) The program identification system of claim 24 wherein the reference signature includes an identification of the program.

32. (Previously Presented) The program identification system of claim 24 wherein the broadcast signature includes the channel and a time at which the broadcast signature is extracted.

33. (Previously Presented) The program identification system of claim 32 wherein the reference signature includes an identification of the program.

34-47. (Cancelled)

48-49. (Cancelled)

50. (Previously Presented) The program identification system of claim 24 wherein the media link is a hyperlink.